

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior revisions, and listings, of claims in the application.

**Listing of Claims:**

1. *(Currently amended)* A computer-implemented method for controlling display of a keyword advertisement, comprising the steps of:

defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword, each of said unit display zones being an advertising position to be displayed in a same search result in response to a search request associated with said predetermined keyword wherein a separate bidding process is performed for each of said unit display zones based on each advertiser's selection of a unit display zone and bid prices;

receiving a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers, both the preferred unit display zone and the at least one secondary unit display zone being displayed in a same search result in response to a search request associated with the keyword at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid price;

determining a first winning bid for a first unit display zone based at least in part on a bid price, a first advertiser submitting the first winning bid, selection of the first unit display zone as the preferred unit display zone and selection of a second unit display zone as the secondary unit display zone, both the first unit display zone and the second unit display zone being displayed in the same search result in response to a search request associated with the keyword wherein the determining the first winning bid is performed by a processor;

storing said bid data including the first winning bid associated with said first unit display zone in a memory;

determining whether [[a]] the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, the first advertiser submitting the first winning bid;

~~upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, retrieving at least a portion of said stored bid data from the memory wherein the first advertiser's right to display the advertisement on the first unit display zone is determined to be terminated;~~

determining a second winning bid without soliciting new bids, based at least in part on a bid price, among said retrieved bid data for placement of an advertisement on said first unit display zone ~~in association with search result list generated in response to a search query associated with said predetermined keyword~~, said retrieved bid data including previously entered bids for said first unit display zone;

transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid;

displaying an advertisement of the second advertiser on said first unit display zone;

[[and]]

~~upon termination of terminating the first advertiser's right to display [[an]] the advertisement on said first unit display zone[[,]]; and~~

performing a re-bid process for [[a]] said second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid ~~for the second unit display zone if the first advertiser's bid was made for the second unit display zone as well as the first unit display zone.~~

2. (*Canceled*)

3. (*Currently amended*) The method as claimed in claim 1, wherein the first advertiser has selected a plurality of secondary unit display zones and has submitted a winning bid for more than one of the plurality of secondary unit display zones, if said second advertiser has submitted a plurality of winning bids corresponding to a plurality of said unit display zones associated with said predetermined keyword, only one of said secondary unit display [[zone]] zones is assigned

to the first said second advertiser for displaying the first advertiser's advertisement on the assigned unit display zone of the same search result in response to the search request associated with the keyword in accordance with at least one predetermined display priority condition.

4. (*Currently amended*) The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of positions of said secondary unit display zones and cost-per-click price for each of said secondary unit display zones. pricing model

5. (*Currently amended*) The method as claimed in claim [[1]] 3, wherein the predetermined display priority condition is determined based on priority information among said secondary unit display zones received from the first advertiser. said bid data include payable fee per single click, and

~~the step of determining a second winning bid comprises the step of:  
determining a second winning bid in accordance with said payable fee per single click.~~

6. (*Previously Presented*) The method as claimed in claim 1, further comprising the step of ordering said stored bid data in accordance with payable fee per single click, said payable fee per single click being included in said bid data, wherein the step of determining a second winning bid determines said second winning bid in accordance with the order of said bid data.

7. (*Previously Presented*) The method as claimed in claim 1, wherein the step of determining a second winning bid comprises the steps of:

ordering said stored bid data;  
re-ordering said stored bid data if new bid data has been submitted; and  
determining a second winning bid in accordance with the order of said bid data.

8. (*Currently amended*) The method as claimed in claim 1, wherein the predetermined transfer condition is associated with an expiration of a predetermined contract for the first advertiser search listing.

9. (*Canceled*)

10. (*Currently Amended*) A computer-implemented method for controlling display of a keyword advertisement in association with a search results list, wherein the search results list is generated in response to a search query, comprising the steps of:

defining a plurality of unit display zones in association with a predetermined keyword,  
each of said unit display zones being an advertising position to be displayed in a same search  
result in response to a search request associated with said predetermined keyword wherein a  
separate bidding process is performed for each of said unit display zones based on each  
advertiser's selection of a unit display zone and bid prices;

receiving a plurality of bids for a particular placement position of advertisement in  
association with a predetermined keyword, said each bid indicating a keyword, selection of a  
preferred unit display zone associated with the keyword, a bid price for the preferred unit display  
zone, selection of at least one secondary unit display zone associated with the keyword and a bid  
price for said at least one secondary unit display zone from one or more advertisers, both the  
preferred unit display zone and the at least one secondary unit display zone being displayed in a  
same search result in response to a search request associated with the keyword a bid price and an  
advertisement;

determining a first winning bid for a first unit display zone based at least in part on a bid  
price, a first advertiser submitting the first winning bid, selection of the first unit display zone as  
the preferred unit display zone and selection of a second unit display zone as the secondary unit  
display zone, both the first unit display zone and the second unit display zone being displayed in  
the same search result in response to a search request associated with the keyword wherein the  
determining the first winning bid is performed by a processor;

storing said bids including the first winning bid in a memory;

determining whether [[a]] the first advertiser's right to display an advertisement on said  
particular placement position is to be terminated, the first advertiser which submitting the first  
winning bid;

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~~upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated;~~ selecting, based at least in part on review of bid price, a second winning bid without soliciting new bids among said stored bids for said particular placement position of advertisement in association with said predetermined keyword wherein the first advertiser's right to display the advertisement on the first unit display zone is determined to be terminated;

transferring said right to display an advertisement on said particular placement position in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said second winning bid; and

displaying an advertisement of the second advertiser on said particular placement position.

11. (*Canceled*)

12. (*Previously Presented*) The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of cost-per-click pricing model.

13-14. (*Canceled*)

15. (*Previously Presented*) The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of selection by said second advertiser.

16. (*Previously Presented*) The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, only one placement position of advertisement in association

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with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of selection by said second advertiser.

17-20. *(Canceled)*

21. *(Currently amended)* One or more computer-readable recording media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword, each of said unit display zones being an advertising position to be displayed in a same search result in response to a search request associated with said predetermined keyword wherein a separate bidding process is performed for each of said unit display zones based on each advertiser's selection of a unit display zone and bid prices;

receiving a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers, both the preferred unit display zone and the at least one secondary unit display zone being displayed in a same search result in response to a search request associated with the keyword at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid price;

determining a first winning bid for a first unit display zone based at least in part on a bid price, a first advertiser submitting the first winning bid, selection of the first unit display zone as the preferred unit display zone and selection of a second unit display zone as the secondary unit display zone, both the first unit display zone and the second unit display zone being displayed in

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the same search result in response to a search request associated with the keyword wherein the determining the first winning bid is performed by a processor;

storing said bid data including the first winning bid associated with said first unit display zone in a memory;

determining whether a predetermined transfer condition for right to display an advertisement on said first unit display zone is satisfied, the right to display an advertisement on said first unit display zone being owned by a first advertiser which has submitted the first winning bid;

upon determining that the predetermined transfer condition is satisfied, retrieving at least a portion of said stored bid data from the memory wherein the first advertiser's right to display the advertisement on the first unit display zone is determined to be terminated;

determining a second winning bid without soliciting new bids, based at least in part on a bid price, among said retrieved bid data for placement of an advertisement on said first unit display zone ~~in association with search result list generated in response to a search query associated with said predetermined keyword~~, said retrieved bid data including previously entered bids for said first unit display zone;

transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid;

displaying an advertisement of the second advertiser on said first unit display zone;  
[[and]]

upon termination of terminating the first advertiser's right to display an advertisement on said first unit display zone,

performing a re-bid process for [[a]] said second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid ~~for the second unit display zone if the first advertiser's bid was made for the second unit display zone as well as the first unit display zone.~~

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22. (*Currently amended*) One or more computer-readable recording media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

defining a plurality of unit display zones in association with a predetermined keyword, each of said unit display zones being an advertising position to be displayed in a same search result in response to a search request associated with said predetermined keyword wherein a separate bidding process is performed for each of said unit display zones based on each advertiser's selection of a unit display zone and bid prices;

receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers, both the preferred unit display zone and the at least one secondary unit display zone being displayed in a same search result in response to a search request associated with the keyword a bid price and an advertisement;

determining a first winning bid for a first unit display zone based at least in part on a bid price, a first advertiser submitting the first winning bid, selection of the first unit display zone as the preferred unit display zone and selection of a second unit display zone as the secondary unit display zone, both the first unit display zone and the second unit display zone being displayed in the same search result in response to a search request associated with the keyword

storing said bids including the first winning bid in a memory;

determining whether [[a]] the first advertiser's right to display an advertisement on said particular placement position is to be terminated, the first advertiser which submitting the first winning bid;

upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, selecting, based at least in part on review of bid price, a second winning bid without soliciting new bids among said stored bids for said particular placement position of advertisement in association with said predetermined keyword wherein the

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first advertiser's right to display the advertisement on the first unit display zone is determined to be terminated;

transferring said right to display an advertisement on said particular placement position in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said second winning bid; and

displaying an advertisement of the second advertiser on said particular placement position.